

LEO BURNETT U.S.A.

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1A)



SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.

*It takes time to get over  
a breakup. Fortunately a  
new boyfriend can cut that  
time in half.*

VIRGINIA SLIMS  
It's a woman  
thing.



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100 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.



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